

SUPER BOWL LI

HOUSTON

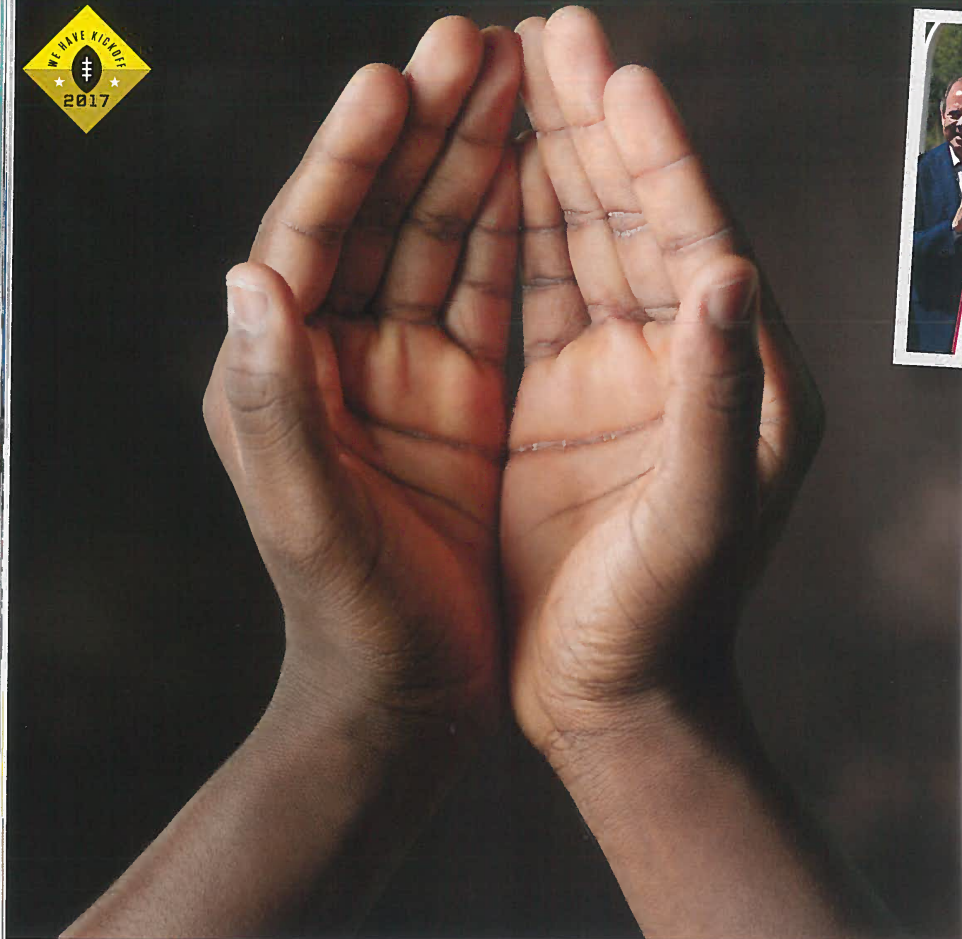
H O S T C O M M I T T E E

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WE
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KICKOFF!





Lasting Legacy of Giving

Each year, the Super Bowl serves as a catalyst to support the local host community in a significant and lasting way. The partnership between the National Football League Foundation, Houston Super Bowl Host Committee and the Houston community will benefit the entire region long after Super Bowl LI is complete.

BY SUZANNE STAVINOKA



Houston Super Bowl Host Committee's Ric Campo and Halliburton's Dave Lesar (center) accept a big check for Touchdown Houston (top). Houston Super Bowl Host Committee's Sallie Sargent (center) meets with student Legacy Leaders (below).



PHOTOS (CENTER) THINKSTOCK. ALL OTHERS COURTESY OF HOUSTON SUPER BOWL HOST COMMITTEE

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uper Bowl LI is sure to be a thrilling, action-packed celebration full of memorable moments both on and off the field.

Thousands of Houstonians have joined together to roll out a Texas-size welcome mat for visitors from around the world.

There are several Houston agencies and organizations that have joined forces to make sure that the focus and goodwill surrounding Super Bowl LI will live on in communities throughout the city. Through its Touchdown Houston charitable program, the Houston Super Bowl Host Committee (HSBHC) plans to donate \$4 million to nonprofit organizations in Houston.

"As part of our commitment to [Touchdown Houston's] success, our services to administer the grants will be provided at no cost. It is our way of giving back to our city and showing support for this important initiative."

—Steve Maislin, president and CEO of the Greater Houston Community Foundation

Touchdown Houston

In the summer of 2016, the HSBHC announced Touchdown Houston, an unprecedented initiative to grant \$4 million to select nonprofit organizations and

charities in the Houston area.

"Hosting Super Bowl LI in Houston will bring multiple benefits to the city," said Hasting Stewart, executive vice president of Public Affairs for the HSBHC. "Our goal with Touchdown Houston is to make certain that those benefits extend to multiple communities and residents in ways that will leave a lasting legacy."

In an effort to support opportunities that would bring meaningful change, Touchdown Houston identified three key focus areas for the program's grants—education, health, and community enhancement.

"Within those key areas, a specific focus was placed on charities that target underserved communities and youth," said LaMecia Butler, director of community relations for HSBHC. "Research in all those areas shows how improving early childhood literacy and getting youth involved both in physical activity and in their community can improve their current quality of life and future potential."

A Team Effort

For expert help in making Touchdown Houston a success, the Host Committee didn't have to look far. The Greater Houston Community Foundation (GHCF) is

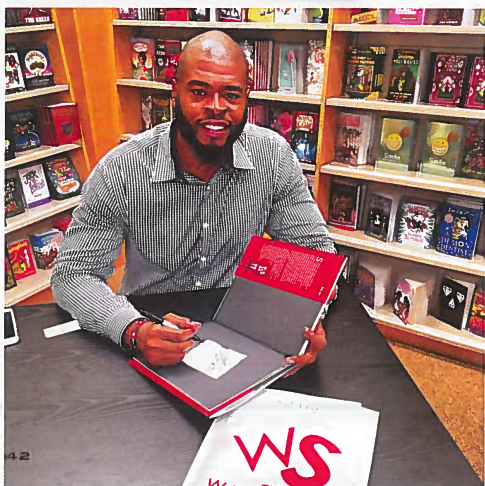
one of the largest grant makers in the city, meaning that it is uniquely qualified to help ensure that the Touchdown Houston grant delivers the greatest possible benefit.

"We are honored to be a partner in this effort," said Steve Maislin, president and CEO of GHCF. "As part of our commitment to its success, our services to administer the grants will be provided at no cost. It is our way of giving back to our city and showing support for this important initiative."

The National Football League (NFL) Foundation contributed \$1 million in grant money through Super Bowl Legacy Grants. The HSBHC also raised additional funds through contributions from sponsors as well as a fund-raising gala held during Super Bowl week.



"All the coolest kids have library cards!" says Wade Smith, Wade Smith Foundation. Wade Smith (with TD the mascot, top) shares his love of books with attentive Houston students. Wade Smith signing his book (below).



A Winning Play for Childhood Literacy

One Houston charity has been scoring major points for early childhood literacy since 2012. Headed by **Wade Smith**, a former Houston Texans football player, the Wade Smith Foundation provides support for community programs in childhood literacy and education.

In late September, Touchdown Houston presented a check for \$25,000 to Smith for his foundation.

Reading became a lifeline for Smith when he was in grade school. "My family didn't have a lot of money to travel," Smith said, "but I could open a book and go to outer space. Or I could read about being a doctor, or even a football player. Reading opened up my world, and that's what I want to help these kids experience."

Several times a year, Smith can be found at the front of an auditorium filled with gleefully screaming schoolchildren, assuring them that "all the coolest kids in school have library cards!" For these "Reading with the Pros" events, he brings other athletes and professionals to read books to the children.

Smith has written children's books as well, all reinforcing his message about the value of education. For older students, he has the "Smitty's Scholars" program, which awards \$20,000 scholarships to college-bound high school seniors.

—S.S.

Legacy Leaders

Students Experience the Business Side of Super Bowl LI.

Last summer, the Houston Super Bowl Host Committee partnered with local non-profit Change Happens! in welcoming nine high school students who became part of the Super Bowl planning team. The goal was to inspire and encourage more youth of color to consider front office careers in the professional sports industry.

"When most kids think about careers in sports, they want to be the player on the field," said LaMecia Butler, director of Community Relations for the Houston Super Bowl Host Committee. "This program gave them hands-on knowledge about the many other sports-related opportunities available to them."

The students were responsible for everything from branding and marketing their group, which they called "Legacy Leaders," to making recommendations about events and programs that will take place during Super Bowl week.

At the end of the four-week program, the group gave presentations about a host of different topics, including how to engage followers on social media, which destinations should be shared with visitors, and thoughts on the best local restaurants, musicians and more.

The nine students—seven boys and two girls—got to visit the studios of Fox 26 Houston (KRIV) to witness the television side of professional sports. They met with anchors, producers, photographers and the general manager, learning how each job contributes to the final broadcast.

"The people at the Host Committee had so much confidence in me," said Katherine LeBlanc, a program participant. "So I was like, 'Wow! I can really believe in myself now.'"

—S.S.



Student Legacy Leaders toured the Houston Host Committee offices as well as the Fox 26 TV studios. Below, from left: Legacy Leaders John Ferrell, Ethan Shephard, Katherine LeBlanc, Roe'shun Bradeford, Kenry Flukers, Kobe Harrell and Darion Harrell.

